

**Drivers of Green Supply Chain Management (GSCM) among  
Halal Food Small Medium Enterprises (SMEs)**

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**Submitted in Partial Fulfilment  
of the Requirement for the  
BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**JUNE 2015**

DECLARATION OF WORK



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UNIVERSITI  
TEKNOLOGI  
MARA

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS  
“DECLARATION OF WORK”**

I, AIMAN NAEIM BIN MUSTAZA, (I/C : 911209-05-5115)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally, overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

1. Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

The Head of Program  
Faculty of Business Management  
University Technology of Mara  
110 Off Jalan Hang Tuah  
75300 Melaka  
29 June, 2015

Dear Madam,

### **RE: SUBMISSION OF THE FINAL THESIS REPORT**

With references of the above matter, enclosed here is my research paper entitled ‘Drivers of Green Supply Chain Management (GSCM) among Halal Food Small Medium Enterprises (SMEs)’

This research paper is a partial requirement for the fulfilment of Bachelor of Business Administration with Honours (International Business). The objectives of the study being conducted are to measure the drivers of Green Supply Chain Management (GSCM) among Halal Food Small Medium Enterprises (SMEs), to identify the causes involved in persuading Small Medium Enterprise (SMEs) to implement green supply chain management and to give recommendation on how to implement the green supply chain management system in the company.

Hopefully this report meets your requirement and expectation.

Thank You.

Yours Sincerely,

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AIMAN NAEIM BIN MUSTAZA

2013283304

Bachelor of Business Administration  
with Honours (International Business).

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## ABSTRACT

In order to achieve Malaysia's goal of becoming a Halal hub, one main area that we must emphasize is regarding environmental sustainability. As we are busy producing and promoting our Halal industry to the world, we must ensure the preservation of our environment. This is to make sure that our ventures continue to prosper and the environment is sustainable for our future generation. Due to the concern of sustaining the environment, many companies, worldwide have taken measures to preserve the environment. One of the popular method these days is the implementation of green supply chain management. Green supply chain management may contribute to the sustainability of the environment through waste reduction and the use of a less hazardous material or 'green' material along the supply chain process. However, in the scope of this country, very few have realized the benefits that green supply chain management has to offer. There are several main drivers that influence the implementation of green supply chain management. Therefore, the objective of this study is to study the relationship between the drivers ; government rules and regulations, cost reduction, customer awareness and global climate pressure towards the implementation of green supply chain management among Halal food small medium enterprises in Seremban. This study was also conducted to indicate the main driver of gscm. A set of questionnaire was developed by adapting questions from other past studies and also self-generated by the researcher from the literature review. The questionnaire was then distributed among Halal food small medium enterprises in Seremban. Data gathered were generated in the Statistical Package for Social Science (SPSS) and findings were analyzed. The research objectives and questions were then answered. This study was then concluded and several recommendations were provided for the purpose of future research in this particular topic.